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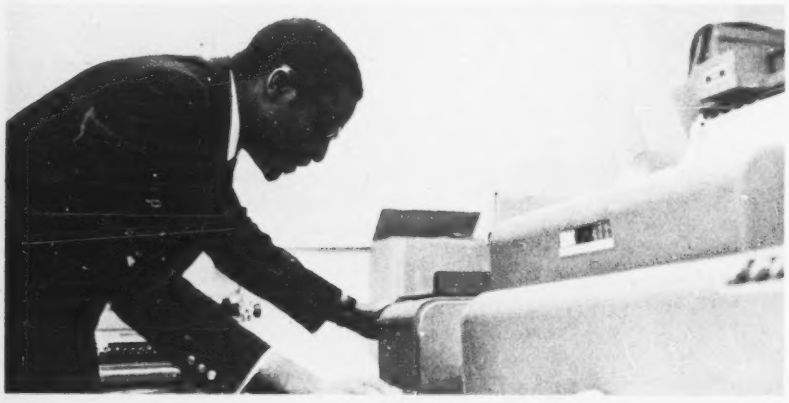

Where the Census Bureau Goes, Business Follows

Whenever a developing country's statistical offices uses Census Bureau software successfully, it opens up a giant market for other computer products.

More United States companies should take advantage of that market, says Robert Bartram, newly-appointed assistant director for international programs at the Census Bureau.

Through its International Statistical Programs Center, the Census Bureau has developed software that will process survey and census data on almost any computer.

The software was originally designed to help developing countries that run short of money allocated for a census before processing all the data. Software, of course, does not work without a computer, so computer companies have an opportunity to get known in a country. Census Bureau personnel do not advise countries on the brand of computer to buy, but they do specify the size and type that will be needed to do the job. It is up to computer company sales personnel to try to meet the needs.

"In Argentina," Bartram explains, "our statistical software was installed with an IBM computer to process the 1980 population census. It was the fastest, best compilation of data they ever had. Now there are 22 provinces, and many government officials outside the statistical office, who want their own IBM computers and Census Bureau software. It could have been any one of several brands of computer that made it work."

Each year, between 150 and 200 technicians and statisticians from developing countries pay tuition at the bureau for training. In addition, bureau employees travel to developing countries to provide technical assistance in installing the software or ironing out trouble spots.

"If the foreign statisticians work on a specific brand of computer while they are here, that is the kind they will recommend to their own offices when they go home," Bartram said. "It's a tremendous opportunity for high technology companies to get foreign attention at an early stage."

While Bartram would like to see more cooperation between computer companies and the bureau, he admits that the federal government, despite its best intentions, is not always receptive.

"The stated policy is to bring public and private together, but the Census Bureau does not have much experience yet in making that work.

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We are just beginning to learn how to share expenses with the private sector, for example."

In contrast, the Japanese government is informally offering Latin American companies free computers for use in government functions. And, the French, in an effort to improve their position in the computer market, recently announced creation of a center for hardware and software development.

"One of the ways the French bought instant credibility," Bartram explained, "was to hire American experts."

"The Japanese and French are out to make a name for themselves," Bartram said. "The Japanese recognize that the developing countries are a huge market, and that when the government successfully uses computers, they will create a demand throughout a country." •

Around the World

Inside Japanese Kitchens

Japanese housewives, accustomed to tiny kitchens in tiny houses, are discovering Western-style cabinets and countertops.

Some 45 Japanese companies are trying to tap the potential market, estimated to be about $255 million this year alone.

Affluent Japanese have been buying European-made kitchen systems with coordinated cabinets and countertops since the mid-1970s, but Japanese manufacturers have now pushed the import share below 25 percent.

Some observers believe the Japanese copies of Western-style kitchens are not exactly what the country needs. For one thing, they are too big; for another, they are expensive.

Matshushita Electric Industrial Co. officials say they modify their kitchen systems to accommodate the needs of Japanese housewives, who splash more water than their Western counterparts and have a daily fight against cockroaches.

Manufacturers in Japan are beginning to export kitchens to other Asian countries, believing the trend in the region is toward Westernized kitchens.

Source: *The Asian Wall Street Weekly*, March 8, 1982, 22 Cortlandt Street, New York, NY 10007, (212) 285-5000. $96 a year.

Cambodia's Baby Boom

Cambodia is having a baby boom. After a decade of dramatic population loss because of civil war and emigration, government officials believe today's birthrate will replace the estimated 2 million people lost.

By 1983, the population of Cambodia could reach 7 million, its pre-civil war level. The government is advising mothers to have "not more than 10 children," and not to bear children if they are old or ill. Foreign aid workers warn that the rapid population increase will strain food production, health, and school facilities.

Source: *Far Eastern Economic Review*, Feb. 12, 1982, GPO Box 160, Hong Kong. $66 a year.

Placing Foreign Ads

A lack of information about who is reading foreign business publications makes advertising placement abroad particularly challenging for managers used to working in the United States market.

A survey of international industrial advertising managers by Kent State Professor John K. Ryans, Jr., found that most relied on inquiries, sales data, or experience in deciding where to place ads because little high quality foreign industrial advertising research is available.

The biggest problems in trying to conduct advertising effectiveness studies mentioned by the survey respondents were:

—"Uniqueness of individual countries.

—"Bad mail lists, language problems, poor mail service, difficulty of identifying markets.

—"The ability to get a customer directly. It is almost impossible.

—"Coordinating with subsidiaries, lack of sophistication in advertising research.

—"Cost; very costly to do on a country-to-country basis.

—"Lack of singular source with which we feel comfortable."

Ryans' survey is apparently one of the first to ask about advertising research and effectiveness measures. He suggests that more research is needed before solutions can be found.

Source: *Industrial Marketing*, December 1981, 220 E. 42nd Street, New York, NY 10017, (212) 210-0100. $20 a year.

U-Turn in Japan

Japanese migration to giant urban areas appears to have peaked, and an increase in migration out of metropolitan areas to smaller cities and towns has begun.

Many outmigrants are returning to their hometowns, in effect making a "U-turn," a U.N. report says. Others are going to medium or small cities instead of large cities.

Younger, more highly educated people are among the U-turn migrants and they are expected to contribute to the economic development of their hometowns.

The 1980 census reveals that the proportion of higher educated people in the Tokyo and Osaka metropolitan areas decreased compared with 1975, from 40 to 37 percent. Smaller cities and towns that once were losing highly educated people, are showing an increase.

Source: *Populi*, Vol. 8, No. 3, 1981, United Nations Fund for Population Activities, 220 East 42nd St., New York, NY 10017. •

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The Status of Women

Can the status of women in a country, as defined by demographics, act as a key indicator for business opportunities? Many people wish that were the case, and on the surface it is. But researchers who work closely with demographics about women warn against using them as anything more than what they are — numbers that indicate what women in a particular country are doing about working, bearing children, and receiving education.

Interest in statistics about women has grown since the 1975 International Women's Year of the United Nations, when the U.N. Economic and Social Department released a report that made some observations about the status of women and family planning, but also noted that concrete information about women was either scarce or non-existent.

The report noted several problems with measuring the status of women.

—There were wide discrepancies between what the law said about the rights of women and what their rights were in practice.

—According to the report, "the absolute condition of women as measured in such terms as life expectancy, years of formal schooling, labor force participation rate, and similar ways may be less relevant to (status) than is the condition of women in such areas as compared with men."

—There were no "internationally comparable indicators of the status of women . . . not even indicators that are valid across social strata in the same society. Seemingly simple indicators such as the proportion of women receiving secondary education, may conceal important differences in the quality or substance of the schooling."

—The report noted differences in women's rights and obligations depending on whether they were operating in the home, the workplace, the community, or the political arena.

—The concept of status is ever-changing. A woman's prestige may rise in the eyes of her family and community with each child she bears, the report notes, but if she decides to take a job outside the home, her husband may be shamed.

—One measure the report found useful was the number and spacing of children. Relationships can be established between "women's access to material and social resources in other areas of their lives and the exercise of choice in the planning of the number and spacing of their children," the report said.

Because fertility information is collected in most countries, and because demographers have developed ways of correcting for deficiencies in the collection of vital statistics, the total fertility rate is probably the most useful statistic with which to gauge the trend toward "modernization" in a developing country.

A country's total fertility rate is the average number of children born to a woman in that country if she followed the current age-specific fertility rates throughout her lifetime. A total fertility rate that is declining may show that a society is becoming more consumer-oriented, because the presence of fewer children means that families have more money to spend on each person.

A low total fertility rate presumably means that women have some control over the number and spacing of their children and that, therefore, using the United Nations definition, they have reasonable access to material and social resources in other areas of their lives.

Latin America

Some Latin American countries are good examples of what happens as total fertility rates decline. The table shows the total fertility rates of representative Latin American countries.

Analysis by The Inter-American Development Bank predicts that by the end of the century, the levels of fertility in Argentina, Chile, Uruguay, Barbados, Guyana, and Trinidad and Tobago, will have dropped to roughly the same levels as in the United States and Canada. Along with declining fertility rates has come an increased participation of women in the labor force.

According to the 1980-81 annual report of the Inter-American Development Bank: "The Latin American female labor force is projected to grow by 3.6 percent annually in 1975-80, 3.8 percent in 1980-85 and 3.6 percent in 1985-90.

The bank's annual report also recognizes the close correlation between increased educational opportunities for women in Latin America, and a decline in the fertility rate.

It found that "the percentage of women enrolled in universities as a proportion of total enrollment is rapidly approaching equality with men in several Latin American countries" including Argentina, Bolivia, Costa Rica, Panama, Paraguay, and Venezuela.

The bank report says; "This rise in women's enrollment coupled with their increasing labor force participation, points to a new trend in Latin America: The proportion of women with higher levels of education who join the labor force is higher than that of men."

Cautions

The bank's annual report cautions that the gains made by women in secondary and higher education are important, but that this group of the female labor force is relatively small compared with those who are less educated. "The larger number of women must seek semi-skilled and unskilled employment. To them the

Continued on page 11

Total Fertility Rates in Selected Latin American Countries

Mexico 4.8	Venezuela 4.5
Brazil 4.1	Argentina 2.8
Columbia 4.1	Chile 2.9
Peru 5.2	

Country Profile

Federative Republic of Brazil

Tractors till the land, and 54 percent of homes have a television set. Even so, Brazil in some ways resembles the United States a hundred years ago.

Like the U.S. in the 1800s, 90 percent of Brazil's population is concentrated on 10 percent of the land on the eastern seaboard. With the exception of its inland capital Brasilia, all cities of one million or more people are located on the east coast.

And, like the nineteenth century U.S., Brazil is rich in natural resources, but many of them remain almost untouched. The country is the world's third leading producer of hydroelectric power, yet only 10 percent of its potential has been tapped. Tropical forests in the undeveloped Amazon Basin provide natural replacement for 15 percent of the world's oxygen.

Brazil's land area ranks just above that of the continental U.S. at more than 3 million square miles, but its population density is about half that in the U.S., only 36 persons per square mile.

The progress of Latin America's largest country is important because Brazil ranks second only to the U.S. as the largest exporter of agricultural products.

Regions and Cities

Preliminary census reports show that Brazil's population grew by 28 percent between 1970 and 1980, from 93 million to 119 million. The population has more than doubled since 1950. Because of a high average annual growth rate of 2.5 percent, it will double again in only another 28 years. The United States, by comparison, has a growth rate of about 1 percent and will not double its population again for 70 years.

Population growth in Brazil is unevenly distributed among the country's regions. The 1980 census classified Brazil's 22 states, 4 territories, and its federal district into five regions. The Northeast, South, and Southeast regions are the most developed, while the Central West and North regions share a pattern more characteristic of the frontier.

While the average density in Brazil is 36 persons per square mile, the density in the South and Southeast regions, where more than half the people live, is over 140 persons per square mile.

Brazil's two largest cities are in the Southeast. Rio de Janeiro and Sao Paulo combined contain 22 million people or 18 percent of the country's population. With a population of 9 million, Rio de Janeiro grew 20 percent between 1970 and 1980. Sao Paulo's population, now 13 million, grew 43 percent.

The United Nations estimates that Sao Paulo will be the world's second largest city by the year 2000, with a projected population of 26 million; Rio de Janeiro will be the seventh largest with 19 million inhabitants.

The land area of the Northeast region is about the same as the South and Southeast combined, but its overall density is about 70 persons per square mile. The region grew 24 percent between 1970 and 1980, from 28 million to 35 million.

Fortaleza and Salvador, coastal cities in the Northeast, outstripped Rio de Janeiro and Sao Paulo in rates of growth. Fortaleza grew 52 percent (from less than 900,000 to more than 1.3 million) and Salvador grew 49 percent (from 1 million to 1.5 million).

No large city grew as rapidly as Brasilia, the capital, and an independent federal district similar to the District of Columbia.

In 1960, the government transferred the capital from Rio in a symbolic effort to stimulate westward movement and open the frontier. Growth was slow at first because Rio remained the financial center, but in the last decade, the population of Brasilia more than doubled from 500,000 to more than 1 million. Most of the increase was the result of immigration. The Central West Region grew from 5 to 7.5 million because of Brasilia's rapid growth.

The least populated region, the North, is growing most rapidly. The population increased 63 percent, from 3.6 million in 1970 to 5.8 million in 1980, reflecting the government's attempts to encourage settlement of the frontier. The ter-

BRAZIL

• *Cities of one million or more*

ritories of Rondonia and Roraima quadrupled and doubled their populations, respectively, while the states of Amazonas and Para each grew 50 percent.

There are no large cities in the North. Because the frontier encompasses almost 2 million square miles, the density is an extremely low 3 persons per square mile. An influx of migrants from metropolitan areas, poor transportation and communication, and a dearth of government services on the frontier have reduced the reliability and availability of statistics from that region.

Brazil considers any municipality "urban," regardless of its size. In 1960, there were 4,700 urban localities with fewer than 2,000 inhabitants.

The Brazilian census defines the urban population as the inhabitants of cities and villages (both central city and suburban sections). The rural population includes people who live outside the borders of cities and villages. In 1980, 80 million Brazilians were classified as urban (68 percent of the population) compared with 2 million (56 percent) in 1970, a 54 percent growth of the urban population in 10 years. Rural migration accounted for about half of urban population growth in the last decade.

Little immigration into the country means that Brazil's growth is based almost exclusively on natural increase, the excess of birth over deaths, a rate of 2.4 percent a year. If growth continues at this rate, the population will reach just over 200 million by the end of this century. The Southeast is expected to remain the home of more than half of the Brazilian population in the year 2000.

Ethnicity

Brazil was settled in 1500 by Portuguese who intermarried with slaves brought from Africa and with the indigenous population. The country is currently about 55 percent white, 6 percent black, and 38 percent mixed, according to the 1980 census. The racial mix has increased since 1960, the last time a question on race was asked by the census.

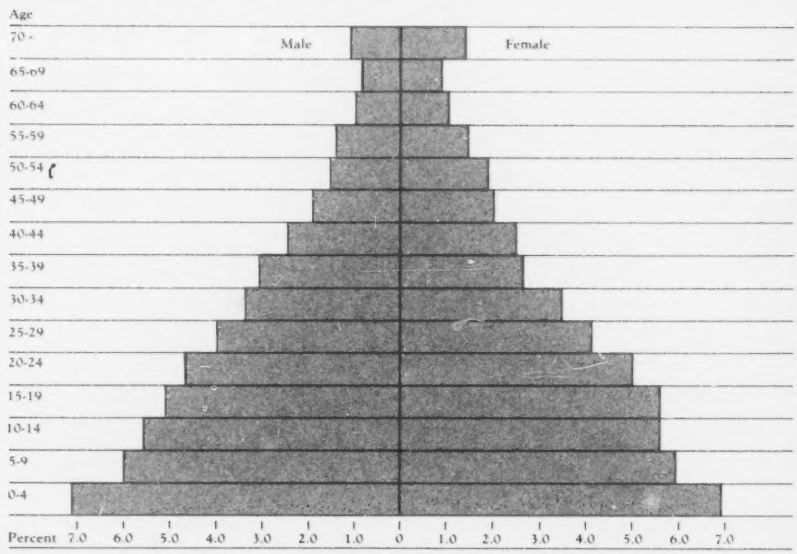
The foreign-born represent only about 1 percent of the population, and Portuguese account for about 35 percent of the 1 million foreign-born. Italians and Japanese represent much smaller proportions. There are 200,000 Japanese in Brazil, and almost all live in Sao Paulo, which has the largest community of Japanese outside Japan.

Age Distribution

Forty-eight percent of Brazilians are under age 20, according to the 1980 census, compared with only one-third of United States residents. Only 4 percent of Brazil's population is over age 65, compared with 11 percent of the U.S. population. Life expectancy for Brazilians was 58 years for men and 64 years for women in 1980.

The average number of births a woman has in her lifetime has declined by two children in the past 40 years. The total fertility rate was estimated at 6.1 in 1940 and 4.1 in 1980. Because Brazil is over 90 percent Roman Catholic (the largest Catholic country in the world), and because the government feels more people are needed to develop the sparsely-settled regions, the government remains neutral on the issue of family planning. If urbanization continues and more women become

Brazil: Population by Age and Sex, 1980



Population of Brazil, by Age and Sex, 1980

Age	Total	Male	Female
All Ages	119,070,865	59,146,099	59,924,766
0–4	16,649,135	8,461,485	8,187,650
5–9	14,271,782	7,230,024	7,041,758
10–14	13,549,663	6,806,534	6,743,129
15–19	13,277,662	6,488,217	7,789,445
20–24	11,626,422	5,655,982	5,970,440
25–29	9,753,542	4,805,866	4,947,676
30–34	7,870,123	3,955,372	3,914,751
35–39	6,411,630	3,180,813	3,230,817
40–44	5,727,348	2,884,050	2,843,298
45–49	4,700,294	2,294,596	2,405,698
50–54	4,156,029	2,043,282	2,112,747
55–59	3,309,911	1,637,233	1,672,678
60–64	2,563,797	1,230,397	1,333,400
65–69	2,195,115	1,064,426	1,130,689
70+	2,940,156	1,372,224	1,567,932
no age reported	68,256	35,598	32,658

Population of Brazil by Region, Province and Territory, 1970, 1980, and Percent Change

	Resident Population (000s) 1970	1980	Percent Change
Brazil	93,139	19,099	27.9
North	3,604	5,893	63.5
Rondonia T.	111	493	344.1
Acre	215	301	40.0
Amazonas	955	1,432	49.9
Roraima T.	41	79	92.7
Para	2,167	3,412	57.5
Amapa T.	115	176	53.0
Northeast	28,112	34,862	24.0
Maranhao	2,993	4,003	33.7
Piaui	1,681	2,140	27.3
Ceara	4,362	5,295	21.4
Rio Grande do Norte	1,550	1,900	22.6
Paraiba	2,383	2,773	16.4
Pernambuco	5,161	6,147	19.1
Alagoas	1,588	1,988	25.2
Sergipe	901	1,142	26.7
Bahia	7,493	9,474	26.4
Southeast	39,854	51,753	29.9
Minas Gerais	11,488	13,391	16.6
Espirito Santo	1,599	2,024	26.6
Rio de Janeiro	8,995	11,297	25.6
Sao Paulo	17,772	25,041	40.9
South	16,496	19,036	15.4
Parana	6,930	7,630	10.1
Santa Catarina	2,901	3,629	25.1
Rio Grande do Sul	6,665	7,777	16.7
Central West	5,073	7,555	48.9
Mato Grosso do Sul	998	1,370	32.3
Mato Grosso	599	1,142	90.7
Goias	2,939	3,866	31.5
Distrito Federal	539	1,177	19.2

educated and enter the labor force, however, it is anticipated that fertility will continue to decline.

Households

The Brazilian census defines a household as a group of persons who are either related or economically and/or domestically dependent on one another. A Brazilian who lives alone in a separate dwelling also is counted as a household. In the U.S. a household consists of people sharing the same house or apartment regardless of whether they are related or economically dependent on each other.

The most common household in Brazil is the nuclear family — husband, wife, and children. Because living arrangements are traditional, there often are relatives living in a household, particularly among urban families whose relatives have recently migrated from rural areas.

There were 26 million households in Brazil in 1980, compared to 80 million in the U.S. Average household size has dropped slightly, from 5.1 persons in 1960 to 4.6 in 1976, much larger than the average of 2.75 persons in the U.S. The number of households in Brazil has grown 50 percent since 1970.

Growth in urban households has been particularly rapid. Between 1950 and 1970, the number of urban households more than doubled, and since 1970, their number has grown from 10 to 18 million.

Housing

The Brazilian census counts housing units as "permanent" or "improvised." "Permanent" units are those built as residences. The term "Improvised" includes temporary homes under bridges, church steps, and even cardboard boxes that house some unfortunate street dwellers.

Population of Brazil's Metropolitan Areas 1970, 1980, and Percent Change

(in thousands)

Metropolitan Areas	1970 Population	1980 Population	Percent Change
Belem	656	1,000	52.4
Fortaleza	1,038	1,582	52.4
Recife	1,793	2,348	31.0
Salvador	1,149	1,772	54.2
Belo Horizonte	1,606	2,542	58.3
Rio de Janeiro	7,082	9,019	27.3
Sao Paulo	8,137	12,588	54.7
Curitiba	821	1,442	75.7
Porto Alegre	1,531	2,232	45.8
Total	23,813	34,525	45.0

Within the permanent category, there are two types: "durable" and "rustic." "Durable" means the building has walls of brick, clay, stone or lumber, a roof of shingles, zinc or concrete, and a floor or wood, cement, stone slabs or tile. "Rustic" homes are those that were built as residences but do not meet the "durable" standards.

The durable definition is used liberally and includes homes perched on precarious hillsides and those without access to essential services. Despite the fact that 94 percent of urban homes were classified as durable in 1972, this does not mean that the majority of urban homeowners are laying wall-to-wall carpeting and redecorating.

In the country as a whole, 53 percent of the houses were served by piped water in 1980, compared with 33 percent in 1970. The availability of sanitary facilities increased from 13 to 26 percent of homes, and that of electricity from 48 to 67 percent.

Again, there are differences between rural and urban dwellings. Most urban homes had running water and sewage facilities, but about 60 percent of rural units lacked these amenities. Almost 90 percent of urban units had electricity in 1980 versus 20 percent of rural units.

Sixty percent of urban units and 64 percent of rural units were owner-occupied in 1980. The rates of home ownership are close to those in the U.S. Brazilians usually buy their own apartments and the ownership count includes those who own squatter shacks.

Literacy and Education

Brazil is the only Portuguese-speaking nation in the Americas. In 1980, the literacy rate, defined as the ability to read and write a short paragraph in any language, was 74 percent of the adult population. (Functional literacy is attributed to those who have completed four or more years of primary school.) This level of literacy is lower than the average for 26 other countries in Brazil's per capita income class.

Thirty-five percent of the population age 5 and over have no formal schooling; just 3 percent over age 20 have finished 12 or more years of school. Fifty-three percent of

children age 5 to 19 were enrolled in school in 1980, and there were no differences in rates for boys and girls. Literacy and educational opportunities vary widely among regions. Over 50 percent of Brazil's schools are one-room, one-teacher. Secondary school enrollment included only 14 percent of children age 15 to 19 in 1980.

Higher education in Brazil — a prerogative of the middle and upper classes — has boomed in the past two decades. Enrollment in universities grew from 93,000 in 1960 to 1.3 million in 1980. University students are the only segment of the population fluent in English. If you wish to do business in English an interpreter will be required about 50 percent of the time, even in large cities.

Health and Nutrition

Lack of access to medical care is a problem for many Brazilians, particularly those in the Northeast and frontier regions. Although there was one doctor for every 2,000 Brazilians in 1970, this figure ranged from high of one per 1,500 in the Southeast to a low of one per 4,000 in the Northeast.

Malnutrition is also a problem in Brazil. Only one-third of the Brazilian population met World Health Organization low-calorie standards in 1975. Such extensive malnutrition is ironic given Brazil's status as a leading agricultural exporter. Poor nutrition is behind Brazil's high rate of infant mortality, ranging from a "low" of 63 infant deaths per 1000 live births in the Southeast to 414 per 1000 in parts of the frontier.

Labor Force

The agricultural sector employed 30 percent of the labor force in 1980, down from 54 percent in 1960. This decline in the agricultural labor force is far more rapid than that experienced by the U.S. in the past. Industry employed 24 percent and services employed 45 percent of the Brazilian labor force in 1980. Government is one of the fastest growing employers with 1.8 million workers in 1980, a 175 percent increase in the last decade.

About 44 million people age 10 and over were economically active in 1980. Brazilian women comprise 27 percent of the economically active population; in comparison, women comprise 42 percent of the economically active population in the U.S. Twenty-seven percent of Brazilian women work outside the home versus 51 percent of American women. One-third of Brazilian working women are in the service sector. Fourteen percent of Brazilian women and 36 percent of Brazilian men were employed in agriculture in 1980.

Income

The important role of agriculture and the high rate of inflation in Brazil make it difficult to generalize about the earnings and income distribution among the people. However, the country's economic progress has clearly not been shared by all segments of the population.

One of the most controversial issues in Brazil is improvement in people's incomes. In Brazil, it is customary to relate different incomes to the legal minimum wage. It varied between $62 and $75 per month at the time of the 1980 census, depending on the region. Government spokesmen point out that the average income of the labor force, excluding those who work without pay, increased from 1.6 minimum wages in 1970 to 3.1 in 1980, while the proportion of those earning less than one minimum wage fell from 61 to 33 percent. However, this still means that one-third of the labor force earned less than the legal minimum.

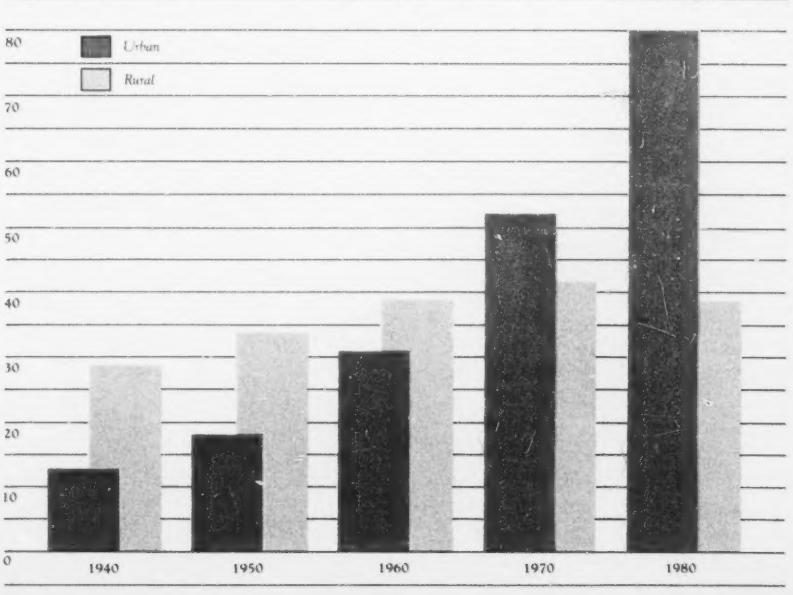
Average monthly income in 1980 was 11,268 cruzeiros or about $213. The rise in average income has been accompanied by concentration of income among a small percentage of the people, and high inflation rates. Prices increased most steeply for basic items like food and bus fare.

Residents of the Southeast receive a disproportionately large share of the national income, while those in the Northeast receive very little. Per capita income in cities is double and triple that in rural areas, where 54 percent of the labor force received no salary in 1980.

Consumption

Household consumption data show that low-income Brazilians spend a large proportion of their household budget on food compared with their U.S. counterparts. Among urban families in the lower income quartile in 1975, 45 percent of total expenditures went toward food; among rural families, 63 percent was for food. Even families with large caloric deficiencies spent about one-fifth of

Brazil: Urban and Rural Populations 1940-1980 Censuses *in millions*



their food budget on meat and fish, a relatively expensive form of protein consumption.

Owning durable goods appears to receive higher priority than meeting dietary requirements. Over one-third of metropolitan poor families owned a television in 1975, and three-quarters of those with inadequate diets owned TV's. For all urban households in 1980, approximately three-quarters owned radios, refrigerators, and televisions. Seventy percent of rural households owned radios, but only 10 percent owned refrigerators or televisions. About 30 percent of urban households owned cars in 1980 compared with 10 percent of rural households. In 1980, Brazil had over 6 million telephones in service, about 5 telephones per 100 people.

Sources of Information

Data from the Brazilian census are just beginning to come into the United States. The U.S. Census Bureau now has preliminary 1980 totals of age and sex distribution by state and territory. More detailed information on specific cities should be available late this year. The Brazilian specialist at the Census Bureau is Patricia Rowe, telephone (301) 763-2870.

Demographic data, including population projections and estimates, are available in the U.S. Census Bureau's publication, "Brazil, a Country Demographic Profile," ISP-DP-19, published in 1981. It can be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

The World Bank has several reports on Brazil that include demographic information. The most detailed is *Brazil: Human Resources Special Report*, October, 1979. Stock No. RC-7909, $20 paperback. An edited, updated version of the same report, called simply *Brazil*, was published in 1981 and includes some 1980 data. Stock Nos. BN-8103-E, BN-8103-P, $5.

Brazil: Integrated Development of the Northwest Frontier, 1981, includes some 1980 census data and describes development potential and problems in the frontier region. Stock No. RC-8108, $20 paperback.

All can be ordered from: The World Bank, Publications Distribution Unit, Washington, DC 20433.

The International Trade Administration of the Commerce Department offers several publications on trade with Brazil including an Overseas Business Report at $1.25 (OBR 81-23) and a Foreign Economic Trends (FET 81-060) at 50 cents. Single issues of each are available from Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, DC 20230.

Ted Johnson, telephone (202) 377-5427 is one of the Brazilian specialists at the Commerce Department who deals with exporters to Brazil on a regular basis.

The Brazilian desk officer at the U.S. Department of State is Paul Blakeman, (202) 632-1245.

Even if names change at the Departments of Commerce and State, someone knowledgeable about Brazil usually can be reached at the above numbers.

—Daphne Spain

Contributions to the profile were made by Thomas Merrick and Ralph Haakert.

"MADE IN BRAZIL" MAKES THE DIFFERENCE

When Sears Roebuck & Co. moved into Brazil in 1949, 90 percent of its goods were made in the United States. Now about 98 percent of its merchandise sold in Brazil is made there.

With the exception of some high-technology items and office equipment such as typewriters, middle class Brazilians prefer goods made in their own country. They are well beyond the belief that anything imported is automatically a superior product.

Tastes and patterns of consumption in the three marketing centers on the Southeastern coast — Sao Paulo, Rio de Janeiro, and Bahia, are similar to those in Europe and the United States. Brazil's Portuguese roots and ethnic mix, similar to that in the United States, contributes to its tendency to look to those two areas for business connections.

That is not to say that all Brazilians are the same. While they share a sense of democracy and a sense of humor with United States' residents, for example, their cities have nuances of difference just as Boston, Chicago, and New York have their own characteristics. The nearly 50 million people in the Southeastern market have lifestyles and tastes similar to those in developed countries, but the undeveloped areas of Brazil are unlikely to reach that stage for perhaps 20 years or more.

The Brazilian government encourages foreign investment, and government policy is largely responsible for the strides in manufacturing made there in the last ten years.

In the last decade, manufacturing in such industries as motor vehicles, electrical goods, and metals have absorbed 80 percent of foreign investment capital.

Joint enterprises where foreign patents, technical and managerial skills are furnished are now the most effective arrangements, but wholly-owned subsidiaries and joint ventures with local partners have also been successful in the past. Brazilians prefer to share in the decision-making process.

The government's plan calls for full development of Brazil by the year 2000. Short-term objectives include increasing the rate of economic growth to 10 percent, raising per capita income levels through the creation of new jobs, and expanding exports. Private sector and foreign capital are assigned a leading role in this effort.

—Agustin Bernal
Professor
Ithaca College

Census Update

Canadian Household Projections

A new publication from Statistics Canada provides household and family projections through 2001 for Canada, its provinces and territories. Highlights include:

—By 1991, the number of households in Canada will be between 10 million and 10.5 million, up from 2.8 to 3.4 million since 1976.

—Just as in the United States, the proportion of households containing husband-wife families should decline through 1991. The trends toward more nonfamily and single-parent households will continue.

—The decline in the average number of persons per household will continue, "mostly due to the declining fertility rate, coupled with an increasing proportion of people living alone."

—Alberta should have the fastest rate of household growth among the provinces; households will increase more than 60 percent between 1976 and 1991. British Colombia and Ontario will follow Alberta in their rate of household growth.

Another publication from Statistics Canada reports that as of May 1981, 57 percent of Canadian households had cable TV. Ownership was lower than average in the Atlantic provinces, Quebec, and Saskatchewan, and highest in British Columbia, at 81 percent.

Fully 98 percent of Canadian households owned at least one TV set; almost 83 percent have color sets. Almost 89 percent of households owned FM receivers, and 55 percent owned smoke detectors. Ownership of microwave ovens has increased only about 3 percent since 1979; 8 percent of households now have one.

"Household and Family Projections" (Catalog No. 91-522) $8 in Canada and $9.60 in other countries, and "Household Facilities and Equipment" (Catalog No. 65-202) $4.50 in Canada and $5.40 in other countries can be ordered from Publications Sales and Services, Statistics Canada, Ottawa, K1A 0V7. (613) 593-7276.

Chinese Puzzle

The U.S. Census Bureau is barred from offering assistance to the Chinese as they approach their 1982 population census, scheduled for July.

The Foreign Assistance Act forbids agencies of the U.S. government to offer assistance to Chinese agencies. Six technicians have been trained by the International Statistical Program Center, but their tuition was paid for by the United Nations.

An amendment that would allow U.S. technical assistance is in the Congressional hopper, but it is unlikely to work its way through the legislative maze before July.

Even if the amendment passes after July, Census Bureau technicians would still be able to offer assistance with compiling and analyzing the census data.

Where Resting is Recognized

Census questionnaires often convey a flavor of a country's lifestyle. The 1978 Gilbert Islands census household data sheet, recently published in the *Census Forum* of the East-West Population Institute, is a case in point.

A "traditional life" question, for example, asks for the number of persons active in such categories as fishing, lands, house, and handcraft. Choices are given in several subcategories including toddy syrup, pandanus, dry-salting fish, and collecting firewood in the house category, and mats, baskets, string, cigarette papers, thatch, and housebuilding in the handcraft category.

The census question on capital goods asks how many radios, guitars, cameras, cars, motorcycles, bicycles, power boats, canoes, fish nets, sewing machines, and refrigerator/freezers the household has and whether the item is in use or broken.

The questions for men include marital status, religion, education, and ethnic origin — not unusual. But there is also a category called "activity this week" with subcategories called village life, home duties only, visitor, too old, disabled, inmate, student . . . and resting.

Australian Count

The Australian Bureau of Statistics catalog lists the publications, magnetic tapes, and microfiche that will be available from the country's 1981 Census of Population and Housing, conducted June 30.

The census asked 35 questions. The first official population totals for each state and territory were released in April.

To obtain data from the Australian census, it is best first to send for "Census 81-Data Release Plans" Catalog No. 2142.0, an 8-page publication that provides summaries of publications, a brief explanation of the magnetic tape file, microfiche, information papers, and maps that are available from the Bureau of Statistics, and order forms.

Tables showing the totals of persons and dwellings in each local government area and urban center for each state and territory should be released through November, 1982, in the following order: Australian Capital Territory, Northwestern Territory, Tasmania, Western Australia, South Australia, Queensland, New South Wales, and Victoria.

For a copy of "Census 81-Data Release Plans", write to: Information Services, Australian Bureau of Statistics, Box 10, PO, Belconnen ACT 2616, Australia, Phone (062) 52 6627. Telex AA62020. •

Publications

Japanese Society Today (2nd ed.) by Tadashi Fukutake, University of Tokyo Press, 1981, distributed by Columbia University Press, 562 West 113th Street, New York, NY 10025, 159 pages. $9.50 paperback.

Using 1980 census results, Tadashi Fukutake, explores the effects on Japanese society of the weakening of family ties, the break-up of community structures, and the steady growth of a new middle class. One problem faced by the Japanese, for example, is a lack of social security for the elderly, although the aging population in Japan will grow to 14 percent or more of the total population by the year 2000.

Many of the trends will be familiar to readers in the United States: increased suburbanization as cities become overcrowded, the domination of large corporations, and the control of small industries by the actions of larger firms.

"In practical terms, those who can ally themselves with politicians and high-ranking bureaucrats — the capitalists and top managers of large corporations — have become the ruling class, Fukutake observes.

Since 1956, when the Japanese considered a television set, a washing machine, and a refrigerator the "Three Sacred Treasures," consumer spending has risen dramatically. More recently, upwardly mobile families have been striving for the "Three C's" — a car, a color TV, and an air conditioner or "cooler."

A surfeit of leisure time activities have led the Japanese to gambling and pinball. Participant sports facilities such as golf courses are being built, but Fukutake observes they are still too expensive for most people.

"Changes in consumer patterns have been so rapid that they were bound to cause distortions in 'ordinary' life styles. For example, we find people living in cramped public housing (two rooms and a dinette-kitchen) who own a car which they use only for Sunday driving, or the family in a private apartment house that occupies one six-mat (about 9' x 12') room crowded with furniture and appliances in which there is scarcely space for everybody to sleep," Fukutake writes.

United Nations Statistical Pocketbook (World Statistics in Brief), sixth edition. English only. Statistical Papers, Series V, No, 6. 98 (numbered) and 15 (unnumbered) pp. UN Sales No. E.81.XVII.14. $U.S. 2.50.

This is the sixth in a series of annual compilations of basic international statistics.

The data were selected from the wealth of international statistical information compiled regularly by the Statistical Office of the United Nations, the statistical services of the specialized agencies and other international organizations. Part of the *Pocketbook* (white pages) presents information on each of 156 countries, showing important and frequently consulted statistical indicators. Another part (green pages) contains demographic, economic and social statistics for the world as a whole and for continents.

The Pocketbook generally covers the years 1970, 1975, and 1980 (or, in some cases, 1979).

Accelerated Development in Sub-Saharan Africa: An Agenda for Action, The World Bank, 1818 H Street, NW, Washington, DC 20433. Free.

Africa is a country of many mysteries, not the least of which is its demographics. Statistics are often best guesses; some countries in Africa have yet to take a census. But the population is one of the fastest growing in the world and its mineral resources are rich. New markets and investment opportunities abound.

The Sub-Saharan region includes 45 states, 24 of which have fewer than 5 million people. Its population in mid-1979 was 343.9 million, nearly a quarter of which is in Nigeria. The GNP per capita average annual growth rate from 1970 to 1979 was .8 percent compared with an average of 2.7 percent in all developing countries. Adult literacy averaged 28 percent in 1979; life expectancy at birth was 47; and the death rate per thousand children aged one to four was 25.

Comparable figures for all developing countries in 1979 were 57 percent adult literacy, 58-year life expectancy, and 11 deaths per thousand one to four year olds.

The World Bank's Sub-Saharan Africa report provides an overview of the region, and includes six demographic tables among the 43 at the end of the report. Country-by-country data is given for past and projected population growth, fertility-related indicators, labor force, urbanization, health-related factors, and education.

The report notes, "The quality of statistics is weaker in Africa than in most other parts of the world . . . National practices also vary and country data are not always comparable."

Statistical Yearbook, 1979/80. Bilingual (English/French). Statistical Papers, Series S, No. 7. XX + 891 pp. UN Sales No. E/F.81.XVII.1. Clothbound, $US 60.00; paperbound, $U.S. 52.00.

Thirty-first issue of a comprehensive collection of international statistics for approximately 235 countries and areas, produced for the first time entirely by computerized photocomposition. The first 17 tables comprise the world summary leaving the detailed subject/country information in the subsequent 183 tables, which present statistical series on economic and social subjects such as: population; manpower; production of commodities in agriculture, forestry, fishing, mining, and manufacturing; construction; development assistance; wholesale and retail trade and external trade; international tourism; transport; postal; telegraph and telephone services; national accounts; wages and prices; consumption; finance; energy; health; housing; industrial property; science and technology; and culture.

Contains three new tables which were introduced in order to make possible better comparable analysis of the world economy; these relate to world export price indexes; performance of the world economy during the First and Second United Na-

tions Development Decades; gross domestic product of selected countries, in average international prices. There are also three new tables on industrial property statistics (patents, industrial designs, trademarks and service marks).

Contains information received up to the middle of 1980. The tables generally cover the ten-year period 1969-1978; 1979 and 1980 data are included in some tables.

Four Decades of International Social Security Research: A Bibliography of Studies by the Social Security Administration, 1937-80, Publications Staff, Office of Research and Statistics, Social Security Administration, Room 1120, Universal North Building, 1875 Connecticut Avenue, NW, Washington, DC . 20009.

For those interested in learning about social insurance programs outside the United States, this bibliography lists studies of programs in 35 countries. Subjects range from administration to old-age, survivors, and invalidity insurance to work injury coverage. •

Women/*continued from p. 3*

most important training would be that of skill acquisition or skill upgrading," the report says.

That cautionary note is not unusual among those who deal with statistics about women.

Even though the total fertility rate is a reasonably reliable statistic when it is based on a country's birth registrations and is corrected for any inadequacies in collection methods, it is not completely reliable as an indicator of growing consumer orientation for several reasons.

First, it is an *average* and averages can be misleading. Many developing countries are like two or more countries — the rural and the urban, or the coastal and inland regions can be quite different. A country that interests you on the basis of its declining total fertility rate should be further analyzed on the basis of regional or small area data. What is the fertility rate in the cities? In the rural areas? on the Coast? Inland? In the jungle? What is the life expectancy? What age groups were used to compute the total fertility rate? What is the percentage of people in the labor force?

The total fertility rate is only a starting point.

Remember that a country's population policy can have a significant effect on the total fertility rate in a relatively short period of time.

As an example, look at Mexico. The total fertility rate there in 1970 was 6.5 according to the Census Bureau. When President Jose Lopez-Portillo took office, family planning became a priority and the difference is already beginning to be felt. The mid-1981 estimate of the total fertility rate made by the Population Reference Bureau and based on United Nations data on developing countries was 4.8, a drop of almost two births per woman in about 10 years.

Improving Picture

Fortunately, the bleak picture of incomplete and non-existent data on women is being slowly corrected.

The World Fertility Survey, begun in 1972, conducts "nationally representative, internationally comparable, and scientifically designed" surveys of human fertility on an annual basis. By the time the survey is completed in 1984 it will have covered 42 developing countries and 20 developed countries.

Under direction from the United States Congress, the Agency for International Development (AID) is collecting statistics that will make it possible for the first time to compare the status of women with the status of men, at least within an individual country, if not cross-culturally. The United States Census Bureau is bringing its resources to bear on behalf of AID, collecting the same statistics in all countries with populations of five million or more to create a data base which should be the best compilation of statistics on women in the world.

Just as the United States requires "environmental impact" statements on many projects, the World Bank and AID require evaluations of the impact on women in a developing country of proposed projects. •

—Doris Walsh

Sources/*continued from p.12*

theme. The Washington office also offers a free catalog of publications.

The organization's most important compendium of demographic information is its annual yearbook, *Demographic Statistics.* The 1981 edition has data through 1978 and costs $13.30. It contains statistics on age, sex, and region of residence, births, deaths, marriages, and divorces, migration, and life expectancy, as well as such demographic indicators as average age at first marriage, the birthrate, the illegitimacy rate, and the fertility rate. Data for the United States are often included for comparative purposes.

The most current demographic statistics for the European Community countries are published in the monthly "Eurostatistics: Data for Short-Term Economic Analysis." This report includes aggregate data on population, labor force, and employment for each member country. An annual subscription to the U.S. costs $27.00 for surface mail, $42.75 for air mail, and can be ordered from the European Community Information Service in Washington.

Two annual publications combine demographic and economic data. The 1981 edition of *Basic Statistics of the Community* costs $3.80, and contains demographic information on population change, population density, and household size — although in less detail than *Demographic Statistics. Eurostat Review, 1970-79,* which costs $12.80, is an annual look ten years back, combined with projections five to ten years ahead. Demographic topics include population size, births, deaths, population change, marriage, and divorce.

The European Community Statistical Office also publishes occasional reports of demographic interest. Recent examples are the economic and social characteristics of households in member countries, the economic and social position of women, and the characteristics of people entering and leaving the working-age population. These reports, announced in "Eurostat News," are generally available from the Washington office, as well as from Luxembourg. •

—Martha Farnsworth Riche

Sources

The OECD and the European Community

Two central sources of demographic information for developed countries are the Organization for Economic Cooperation and Development (OECD) and the European Community.

Headquartered in Paris, the OECD has 24 members, including the United States. The easiest way to follow the OECD's work is by subscribing to the bi-monthly OECD *Observer*. In addition to reporting OECD activities, the *Observer's* annual supplement features a selection of current demographic statistics for each member country, from population totals and birthrates to such indicators of living standards as infant mortality, school enrollment, dwellings completed, and per capita consumption of energy and protein. U.S. subscription to the *Observer* costs $15.85 air mail, $11.00 surface mail.

The most comprehensive current source of information for individual member countries is the OECD *Economic Survey* series. The organization surveys almost every country every year. In addition to economic statistics and short-term economic forecasts, and reports contain aggregate statistics for population, population growth and density, as well as per capita consumption, car ownership, consumer prices, school enrollment, telephones, television sets, the prevalence of doctors and other indicators. These reports cost $4.00 each; a subscription to the complete series costs $67.00 surface mail, $185.90 air mail to the United States.

The OECD rarely studies demographic data separately, but looks at population as a factor in general economic analyses, particularly of employment. For those interested primarily in population, it is difficult to take advantage of the organization's system of standing orders for publications, because its demographic publications come under two headings — Employment, and Social Affairs — and account for only a small proportion of the publications in this group.

To keep up with the OECD publications of demographic relevance, get on the mailing list for the leaflet announcing new publications in Employment and Social Affairs (#19). An order form for this leaflet, as well as for the free monthly bulletin "News from OECD," the Publications Catalog, and its updating supplements is in the back of the catalog. Write OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Avenue, N.W., Washington, DC 20006, or call Margaret Babb at (202) 724-1857.

European Community

The ten-nation European Community, headquartered in Belgium, is a better source for demographic data on Western European countries than the OECD. Even though the United States is not a member, the European Community maintains a large library and information service in Washington: European Community Information Service, 2100 M Street, N.W., Suite 707, Washington, DC 20037; (202) 862-9500. Librarian Barbara Sloan (202) 862-9542 is knowledgeable and helpful.

The European Community's statistical reporting emphasizes population. The Statistical Office, located in Luxembourg, has built its publications program on six "themes," of which "Population and Social Conditions" is one. The program is organized with a statistician's respect for logic and detail: Each "theme" is color-coded to make it easy to locate in the catalog or on the shelf — yellow is the color for demographics.

The Statistical Office publishes the quarterly "Eurostat News" which describes new publications. This report is available free by writing the Distribution Division, Statistical Office of the European Communities, Jean Monnet Building, Luxembourg-Kirchberg, Luxembourg. Each issue contains an order form for the publications listed, as well as a form for requests to be added to the mailing list for new information about a particular

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At a Glance

OECD

Members of the Organization for Economic Cooperation and Development (OECD) are:

Australia	Japan
Austria	Luxembourg
Belgium	Netherlands
Canada	New Zealand
Denmark	Norway
Finland	Portugal
France	Spain
Germany	Sweden
Greece	Switzerland
Iceland	Turkey
Ireland	United Kingdom
Italy	United States.

More information about the Organization for Economic Cooperation and Development is available from: OECD Publications and Information Center, 1750 Pennsylvania Ave., N.W., Washington, DC 20006. (202) 724-1857 or from Organization for Economic Cooperation and Development, 2 Rue Andre-Pascal, 75775 Paris Cedex 16, France. Telephone (Paris) 524-8200, Telex: 620 610.

European Community

Members of the European Community are:

Belgium	Italy
Denmark	Luxembourg
Federal Republic of Germany	Netherlands
France	United Kingdom
Ireland	Greece

Offices in the United States are at 2100 M Street, N.W., Suite No. 707, Washington, DC 20037, (202) 862-9500, and 1, Dag Hammarskjold Plaza, 245 E. 47th Street, New York, NY 10017, (212) 371-3840. The office for publications in Europe is located at: 5, rue du Commerce, L-2985 Luxembourg, Telex: 49 00 81.